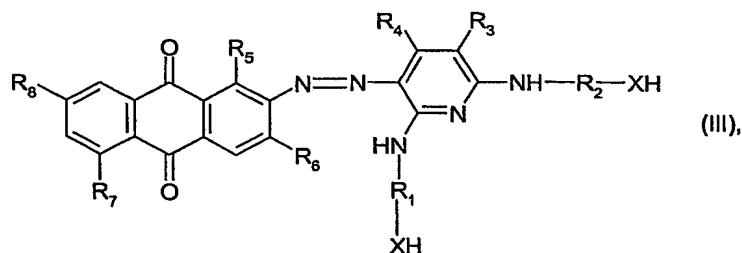
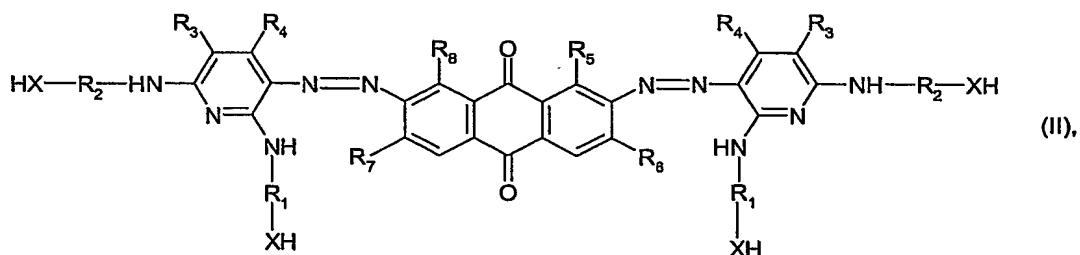
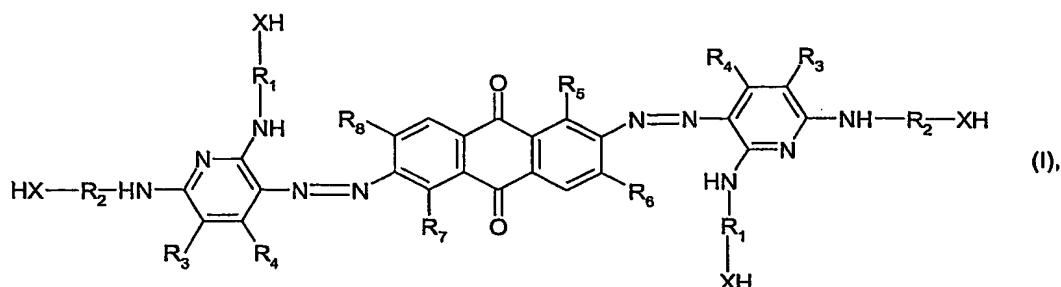


What is claimed is:

1. An azo dye of formula I, II or III



wherein R_1 and R_2 are each independently of the other one or more divalent groups selected from alkylene, arylene, aralkylene and cycloalkylene, which may be interrupted by $-O-$, $-S-$, $-NH-$, $-NR_8-$, $-COO-$, $-CONH-$ or $-CONR_9-$, wherein R_8 and R_9 are alkyl or aryl, X is $-O-$ or $-NH-$, R_3 is $-CN$ or $-CONH_2$, R_4 is methyl or trifluoromethyl and R_5 , R_6 , R_7 and R_8 are each independently of the others hydrogen, halogen or $-CN$.

2. An azo dye of formula I, II or III according to claim 1, wherein R_3 is $-CN$ and R_4 is methyl.

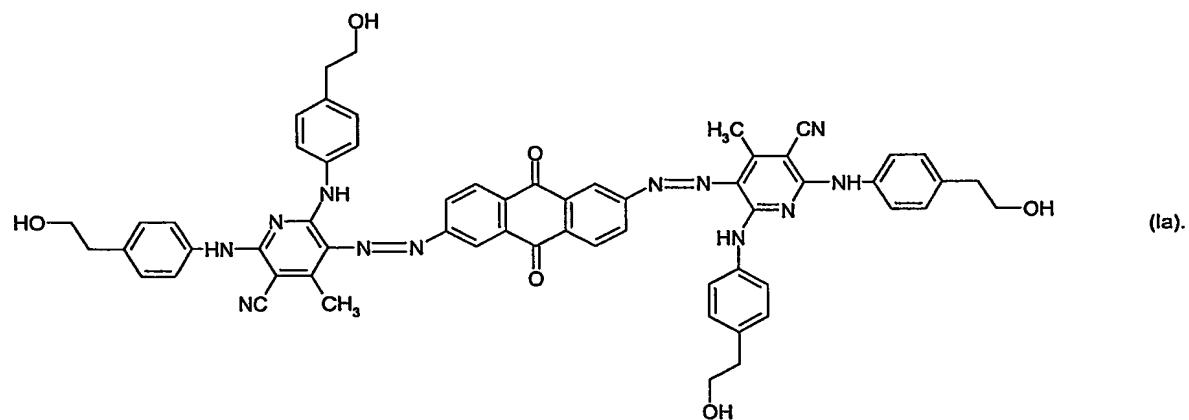
3. An azo dye of formula I, II or III according to either claim 1 or claim 2, wherein R₁ and R₂ are C₂-C₈alkylene, C₆-C₁₄arylene or C₆-C₂₂aralkylene.

4. An azo dye of formula I, II or III according to either claim 1 or claim 2, wherein R₁ and R₂ are a group of formula IV

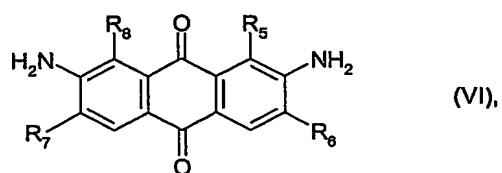
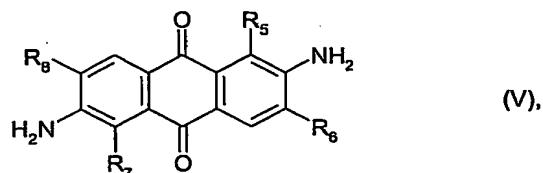


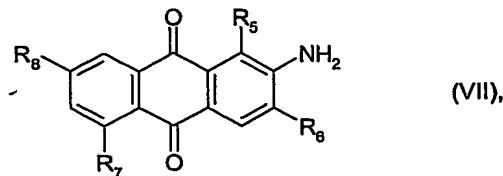
XH being bonded to the alkylene group and X being -O-.

5. The azo dye of formula Ia according to claim 1

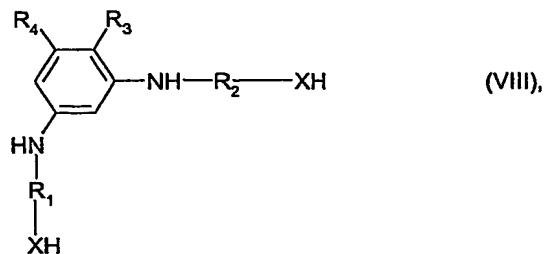


6. A process for the preparation of an azo dye of formula I, II or III according to claim 1, which comprises diazotizing an anthraquinone compound of formula V, VI or VII





wherein R₅, R₆, R₇ and R₈ are as defined in claim 1,
in accordance with a conventional method, and then coupling to a coupling component of
formula VIII



wherein R₁, R₂ R₃, R₄ and X are as defined in claim 1.

7. A method of producing coloured plastics or polymeric colour particles that comprises mixing a high molecular weight organic material with a tinctorially effective amount of at least one azo dye of formula I, II or III according to claim 1.
8. A method of producing coloured plastics or polymeric colour particles that comprises causing a mixture comprising at least one monomer that contains at least one NH- or OH-reactive group and is capable of polymerisation, polyaddition or polycondensation reactions to react with at least one compound of formula I, II or III according to claim 1.
9. Use of an azo dye according to any one of claims 1 to 5 in the production of mass-coloured plastics or polymeric colour particles.
10. Plastics or polymeric colour particles coloured in accordance with a method according to either claim 7 or claim 8.
11. Use of an azo dye of formula I, II or III according to claim 1 as a colorant in the production of colour filters.